



FOR IMMEDIATE RELEASE

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**Enfield and Lake Compounce Partner to Offer Teens a Cool and Creepy
Alternative to Underage Drinking**

Teens can win Haunted Graveyard tickets as a reward for choosing not to drink

ENFIELD / GLASTONBURY, Conn. – October 23, 2008 –Enfield has joined with the town of Glastonbury, Connecticut and Lake Compounce, New England's Family Theme Park, this Halloween season to launch a two-week radio campaign targeting teens by promoting healthy, fun alternatives to drinking alcohol. The \$6,000 cooperative advertising campaign, which may be heard on WKSS 95.7 FM in October, offers teens a chance to win free tickets to Lake Compounce's "Haunted Graveyard" when they sign up to choose to have fun without alcohol. The campaign is spearheaded by the Enfield Together Coalition and Glastonbury Alcohol and Drug Council (GLAD) in association with the Department of Youth Services for the Towns of Enfield and Glastonbury.

"Local research indicates that young people have forgotten how to have fun without drinking," stated Jean Haughey, Director of Enfield Youth Services. "We came up with this campaign to give teens a really cool and creepy activity they could do with their friends without feeling the pressure to drink."

The Haunted Graveyard got its start in 1991, when Ernie and Carol Romegialli's daughter, Johanna, was diagnosed with Juvenile Diabetes. The family started decorating their yard in Middletown, Connecticut for Halloween, thinking it would keep Johanna's mind off candy. Every year, the displays of decoration just kept getting bigger and bigger. It outgrew their yard and has since evolved into Southern New England's largest Halloween attraction. Today, Johanna, at age 22, is an active member of the Graveyard team. To date, The Haunted Graveyard has raised more than \$600,000 for Juvenile Diabetes Research.

"We wanted to offer a reward for teens who choose to make healthy decisions by not drinking alcohol," explained Aliza Porth, Prevention Coordinator for Enfield Youth Services. "The team at Lake Compounce understood what we are trying to accomplish and have been terrific in helping us launch this promotion both on the radio and on the Web site, www.KISS957.com."

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The Haunted Graveyard radio campaign comes on the heels of a successful summer radio campaign co-sponsored by Enfield, Glastonbury, and Ellington. That two-month campaign targeted teens and their parents, emphasizing the legal consequences of Connecticut's underage drinking laws.

Enfield and Glastonbury are two of 29 Connecticut grantees to receive competitive grants from the Connecticut Department of Mental Health and Addiction Services (DMHAS) on behalf of the Office of the Governor and the United States Substance Abuse and Mental Health Services Administration (SAMHSA). The three-year grants, which were awarded in 2006, support the development of comprehensive, data driven strategies designed to effectively prevent alcohol abuse in communities, with a special emphasis on underage drinking.

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About the Enfield Together Coalition

The Enfield Together Coalition was established to assess the extent of substance use in our community and to develop ways to reduce the use of alcohol and other drugs by Enfield youth. Our members include representatives from Enfield Youth Services, East of the River Action for Substance Abuse Elimination (ERASE), the Youth Advisory Council, parents, school personnel, Town Council, Enfield Police Department, Police Steering Committee, substance abuse counselors, the faith-based communities, business owners, and more. By raising awareness, educating parents and youth, and enforcing underage drinking laws, we stand united in our commitment to preventing and reducing underage drinking in Enfield. For more information, please visit www.enfieldtogether.org

About the Glastonbury Alcohol & Drug Council

Founded in 1998, GLAD is a community coalition of parents, community and faith-based organizations, business and health professionals, and staff from the Glastonbury Youth and Family Services Department. GLAD's mission is to create a safe and drug free community in which to grow, live, work, and do business. GLAD's accomplishments include developing innovative programs and advocating for legislative change to ensure the safety and well-being of our youth.

About Lake Compounce

Lake Compounce, New England's Family Theme Park, is owned by Kennywood Entertainment of Pittsburgh, PA. Since Kennywood purchased the park in 1996, nearly \$60 million dollars have been invested in rides and attractions, and today the park is more beautiful than ever. In 2006 Lake Compounce proudly celebrated 160 years of family fun, and enjoys the unique distinction of being America's oldest, continuously operating amusement park. And with plans for expansion on the horizon, Lake Compounce hopes to continue providing the finest in family fun and entertainment for many years to come. For more information, visit <http://www.lakecompounce.com>